



# MELBOURNE RADIO - SURVEY 2 2020

Share Movement (%) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
SEN	2.2	1.6	0.6	0.7	0.9	-0.2	1.5	0.5	1.0	1.5	1.7	-0.2	3.6	1.8	1.8	3.3	2.3	1.0	1.2	1.5	-0.3
3AW	13.9	13.3	0.6	4.7	2.6	2.1	0.2	1.8	-1.6	4.4	2.8	1.6	8.3	9.7	-1.4	17.5	16.8	0.7	30.7	31.0	-0.3
Magic 1278	0.2	na	*	*	na	*	0.1	na	*	*	na	*	*	na	*	0.1	na	*	0.8	na	*
101.9 FOX FM	8.1	8.4	-0.3	18.0	12.1	5.9	13.2	12.5	0.7	14.5	16.8	-2.3	8.5	8.3	0.2	4.1	4.8	-0.7	1.0	0.7	0.3
GOLD104.3	10.7	10.8	-0.1	13.3	14.1	-0.8	11.4	9.6	1.8	8.1	6.1	2.0	14.9	15.9	-1.0	15.5	18.0	-2.5	5.0	4.8	0.2
KIIS 101.1 FM	5.9	6.4	-0.5	12.4	15.4	-3.0	11.9	13.0	-1.1	11.5	10.4	1.1	4.9	6.4	-1.5	3.6	3.6	0.0	0.4	0.2	0.2
105.1 TRIPLE M	5.0	5.5	-0.5	3.2	4.2	-1.0	1.9	6.2	-4.3	6.4	6.6	-0.2	8.2	7.8	0.4	6.1	7.0	-0.9	1.4	1.3	0.1
NOVA 100	7.2	8.3	-1.1	18.7	21.5	-2.8	16.1	14.2	1.9	11.3	12.9	-1.6	8.2	8.7	-0.5	2.5	4.9	-2.4	0.4	0.4	0.0
smoothfm 91.5	9.7	9.6	0.1	7.9	7.3	0.6	6.4	7.0	-0.6	6.2	7.8	-1.6	8.9	8.5	0.4	11.4	12.1	-0.7	13.4	12.1	1.3
ABC MEL	9.7	8.7	1.0	0.7	0.7	0.0	0.8	1.7	-0.9	3.7	3.0	0.7	5.7	5.1	0.6	14.0	10.9	3.1	20.2	20.6	-0.4
3RN	3.0	3.4	-0.4	*	0.1	*	*	*	*	0.3	0.8	-0.5	1.8	3.5	-1.7	4.2	3.3	0.9	7.0	7.8	-0.8
ABC NEWS	1.8	1.4	0.4	0.2	0.3	-0.1	1.0	1.5	-0.5	1.6	1.5	0.1	2.2	1.4	0.8	1.6	0.7	0.9	2.5	2.1	0.4
3JJJ	7.2	6.6	0.6	8.4	5.7	2.7	25.3	19.1	6.2	15.9	12.0	3.9	4.9	6.7	-1.8	2.8	2.6	0.2	0.1	0.2	-0.1
ABC CLASSIC	2.9	2.7	0.2	0.3	0.1	0.2	0.3	0.5	-0.2	0.8	0.8	0.0	1.2	1.0	0.2	0.9	1.3	-0.4	8.8	8.4	0.4

## Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
SEN	2.3	1.6	0.7	2.6	2.0	0.6	2.6	1.7	0.9	1.8	1.4	0.4	1.9	1.7	0.2	2.6	1.0	1.6	1.9	1.7	0.2	2.6	1.0	1.6	1.9	1.7	0.2
3AW	14.4	13.7	0.7	17.3	15.9	1.4	15.5	15.2	0.3	11.7	11.5	0.2	11.9	11.6	0.3	15.2	13.5	1.7	12.3	12.1	0.2	15.2	13.5	1.7	12.3	12.1	0.2
Magic 1278	0.2	na	*	*	na	*	0.3	na	*	0.3	na	*	0.2	na	*	0.2	na	*	0.4	na	*	0.2	na	*	0.4	na	*
101.9 FOX FM	8.2	8.7	-0.5	7.8	8.3	-0.5	7.1	8.1	-1.0	8.9	9.3	-0.4	9.2	9.8	-0.6	7.9	7.8	0.1	7.7	7.3	0.4	7.9	7.8	0.1	7.7	7.3	0.4
GOLD104.3	10.9	10.4	0.5	9.4	9.2	0.2	12.5	11.3	1.2	13.6	11.8	1.8	9.0	9.5	-0.5	6.7	9.3	-2.6	10.3	12.2	-1.9	6.7	9.3	-2.6	10.3	12.2	-1.9
KIIS 101.1 FM	5.9	6.6	-0.7	6.8	7.1	-0.3	4.6	5.4	-0.8	5.4	6.7	-1.3	6.8	7.2	-0.4	6.6	6.6	0.0	5.7	6.0	-0.3	6.6	6.6	0.0	5.7	6.0	-0.3
105.1 TRIPLE M	5.2	5.8	-0.6	5.2	5.8	-0.6	5.4	5.6	-0.2	5.2	6.4	-1.2	5.7	6.1	-0.4	3.4	3.8	-0.4	4.3	4.5	-0.2	3.4	3.8	-0.4	4.3	4.5	-0.2
NOVA 100	7.3	8.6	-1.3	7.8	8.3	-0.5	4.6	6.3	-1.7	6.9	9.2	-2.3	10.3	11.3	-1.0	8.5	8.0	0.5	6.6	7.4	-0.8	8.5	8.0	0.5	6.6	7.4	-0.8
smoothfm 91.5	9.4	9.7	-0.3	7.1	7.3	-0.2	9.8	10.3	-0.5	11.4	11.2	0.2	10.1	10.4	-0.3	7.9	9.9	-2.0	10.7	9.3	1.4	7.9	9.9	-2.0	10.7	9.3	1.4
ABC MEL	10.1	9.1	1.0	11.8	11.1	0.7	12.7	11.2	1.5	6.8	6.0	0.8	8.9	7.1	1.8	9.7	9.9	-0.2	8.4	7.6	0.8	9.7	9.9	-0.2	8.4	7.6	0.8
3RN	2.9	3.2	-0.3	4.7	5.0	-0.3	1.4	1.9	-0.5	1.6	1.6	0.0	3.1	3.5	-0.4	4.1	5.3	-1.2	3.4	3.9	-0.5	4.1	5.3	-1.2	3.4	3.9	-0.5
ABC NEWS	1.7	1.4	0.3	2.2	2.0	0.2	1.2	1.0	0.2	1.5	1.0	0.5	1.3	1.0	0.3	2.8	2.1	0.7	2.2	1.5	0.7	2.8	2.1	0.7	2.2	1.5	0.7
3JJJ	7.2	6.2	1.0	7.0	6.0	1.0	7.1	6.2	0.9	7.7	6.9	0.8	7.4	6.2	1.2	6.3	4.9	1.4	7.1	7.6	-0.5	6.3	4.9	1.4	7.1	7.6	-0.5
ABC CLASSIC	2.7	2.5	0.2	1.8	2.2	-0.4	3.3	2.7	0.6	3.0	2.6	0.4	2.4	2.1	0.3	3.0	3.1	-0.1	3.6	3.4	0.2	3.0	3.1	-0.1	3.6	3.4	0.2

Please note: Macquarie Sports 1278 relaunched as Magic 1278 on Feb 9.



# MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 2 2020

## Cumulative Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Chemist Warehouse Remix	42	29	13	5	5	0	4	2	2	9	12	-3	18	7	11	3	3	0	2	*	*
Coles Radio	99	114	-15	11	13	-2	9	13	-4	32	41	-9	24	17	7	12	18	-6	13	11	2
Edge Digital	22	25	-3	3	2	1	2	5	-3	10	14	-4	*	*	*	4	2	2	2	2	0
GOLD 80s	74	67	7	9	10	-1	9	10	-1	5	18	-13	32	18	14	16	9	7	2	1	1
KIIS 90s	69	52	17	5	3	2	10	11	-1	33	29	4	19	9	10	2	*	*	2	1	1
Kinderling Kids	17	20	-3	2	4	-2	2	*	*	5	12	-7	7	3	4	*	*	*	1	1	0
MMM CLASSIC ROCK	64	35	29	6	6	0	2	3	-1	7	5	2	25	6	19	21	11	10	4	5	-1
MMM COUNTRY	17	19	-2	2	*	*	*	*	*	4	8	-4	5	5	0	5	6	-1	1	*	*
MMM GREATEST HITS	37	27	10	9	4	5	2	10	-8	12	5	7	10	5	5	3	3	0	*	1	*
MMM HARD N HEAVY	18	29	-11	*	3	*	*	*	*	11	19	-8	5	7	-2	1	*	*	*	*	*
MMM SOFT ROCK	10	5	5	*	*	*	*	*	*	4	3	1	5	2	3	1	*	*	*	*	*
NTS News Talk Sport	2	15	-13	*	2	*	*	*	*	2	9	-7	*	3	*	*	*	*	*	*	*
Rythmos	*	6	*	*	*	*	*	*	*	*	5	*	*	*	*	*	*	*	*	1	*
smooth relax	70	56	14	4	5	-1	8	7	1	22	20	2	14	10	4	11	10	1	11	4	7
THE FOX BUDDHA HITS	16	17	-1	2	*	*	*	3	*	7	6	1	5	4	1	3	5	-2	*	*	*
THE FOX DANCE	21	21	0	6	5	1	5	4	1	6	7	-1	5	4	1	*	*	*	*	*	*
THE FOX EASY HITS	35	41	-6	10	7	3	8	4	4	*	12	*	14	10	4	4	4	0	*	3	*
THE FOX OLDSKOOL HIT	55	41	14	10	7	3	7	16	-9	11	16	-5	20	2	18	5	*	*	1	*	*
THE FOX URBAN HITS	30	29	1	5	4	1	7	5	2	11	14	-3	7	5	2	*	*	*	*	*	*
triple j Uearthed	60	52	8	13	14	-1	16	12	4	22	18	4	6	4	2	3	3	0	*	1	*
ABC Country	29	24	5	4	4	0	2	2	0	8	11	-3	*	*	*	6	5	1	8	1	7
ABC Grandstand	21	24	-3	2	*	*	*	*	*	4	10	-6	3	7	-4	5	4	1	7	4	3
ABC Jazz	51	28	23	6	5	1	6	2	4	17	10	7	4	5	-1	10	4	6	8	2	6
ABC KIDS LISTEN	41	22	19	11	4	7	3	*	*	20	12	8	7	7	0	*	*	*	*	*	*
Double J	92	98	-6	9	7	2	2	5	-3	45	54	-9	29	30	-1	6	2	4	2	*	*
Total Digital/Internet Only	725	626	99	80	70	10	78	84	-6	230	220	10	183	138	45	94	75	19	60	40	20

## Cumulative Audience (000's) by Session, P10+ [Potential: 4698]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-9:00am	Mon-Fri 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last
Chemist Warehouse Remix	33	21	12	16	8	8	14	10	4	10	11	-1	14	11	3	9	5	4	13	14	-1
Coles Radio	73	95	-22	13	30	-17	27	24	3	28	37	-9	28	36	-8	22	29	-7	46	51	-5
Edge Digital	17	20	-3	11	4	7	7	7	0	6	2	4	8	14	-6	2	10	-8	14	15	-1
GOLD 80s	58	52	6	24	11	13	23	17	6	23	25	-2	18	17	1	13	14	-1	42	38	4
KIIS 90s	48	41	7	24	22	2	24	23	1	9	3	6	16	14	2	10	11	-1	31	23	8
Kinderling Kids	15	19	-4	2	6	-4	4	*	*	1	1	0	9	8	1	8	7	1	8	10	-2
MMM CLASSIC ROCK	49	25	24	3	2	1	22	7	15	25	14	11	18	9	9	13	7	6	36	21	15
MMM COUNTRY	15	17	-2	4	7	-3	10	10	0	13	11	2	5	10	-5	2	6	-4	7	12	-5
MMM GREATEST HITS	25	22	3	8	8	0	9	8	1	6	6	0	10	8	2	3	7	-4	25	11	14
MMM HARD N HEAVY	18	29	-11	8	18	-10	13	20	-7	12	19	-7	11	15	-4	7	7	0	7	8	-1
MMM SOFT ROCK	8	3	5	*	*	*	1	*	*	2	*	*	3	3	0	2	*	*	4	2	2
NTS News Talk Sport	2	15	-13	*	8	*	2	5	-3	*	3	*	*	7	*	*	*	*	*	4	*
Rythmos	*	2	*	*	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	3	*
smooth relax	50	43	7	15	11	4	20	14	6	26	12	14	15	16	-1	15	19	-4	41	31	10
THE FOX BUDDHA HITS	13	14	-1	4	10	-6	8	3	5	8	5	3	8	6	2	3	7	-4	5	12	-7
THE FOX DANCE	20	16	4	6	10	-4	2	10	-8	5	8	-3	4	10	-6	11	8	3	7	11	-4
THE FOX EASY HITS	25	32	-7	6	7	-1	5	14	-9	5	8	-3	10	13	-3	9	11	-2	12	12	0
THE FOX OLDSKOOL HIT	45	34	11	20	17	3	12	12	0	13	14	-1	16	15	1	13	6	7	20	20	0
THE FOX URBAN HITS	25	27	-2	12	9	3	14	15	-1	17	20	-3	1	9	-8	5	5	0	11	9	2
triple j Uearthed	47	45	2	17	17	0	15	12	3	14	8	6	18	15	3	12	14	-2	28	21	7
ABC Country	15	19	-4	2	9	-7	2	7	-5	13	10	3	2	7	-5	2	2	0	16	9	7
ABC Grandstand	6	14	-8	*	7	*	*	3	*	*	2	*	*	4	*	6	4	2	20	16	4
ABC Jazz	35	25	10	13	6	7	8	8	0	12	9	3	15	11	4	23	9	14	31	11	20
ABC KIDS LISTEN	32	20	12	12	8	4	14	11	3	10	6	4	16	4	12	12	5	7	28	10	18
Double J	79	81	-2	25	28	-3	31	25	6	27	25	2	38	35	3	20	13	7	43	35	8
Total Digital/Internet Only	583	533	50	230	219	11	255	244	11	284	250	34	245	235	10	190	163	27	415	349	66